

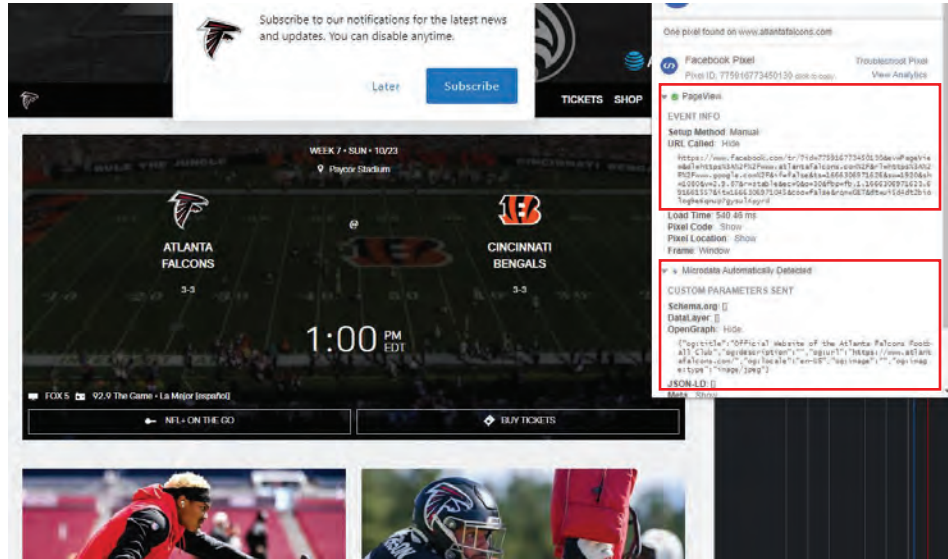
EXHIBIT C

EXHIBIT C

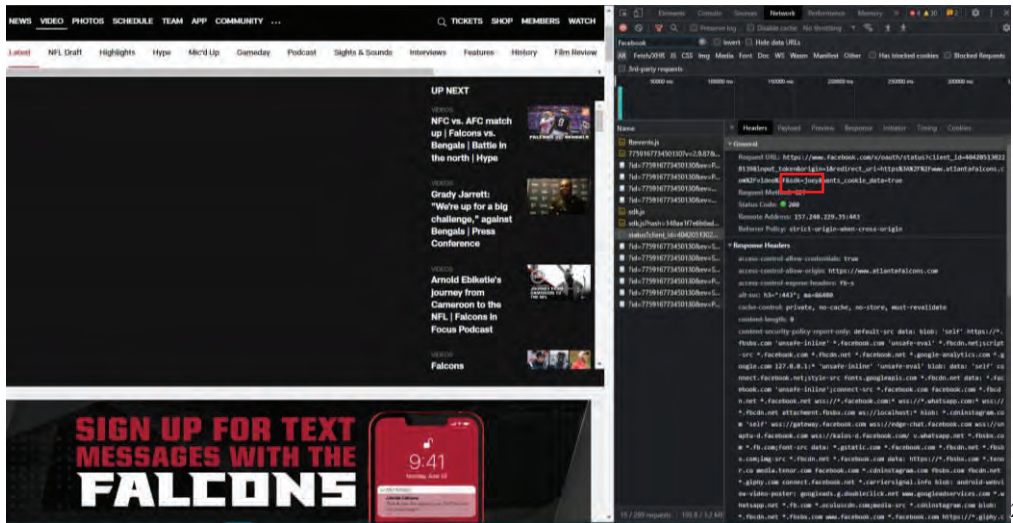
NFL Team Websites Use of Tracking Methods

A. NFL's Atlanta Falcons Website

i. Use of Tracking Method – Pixel:



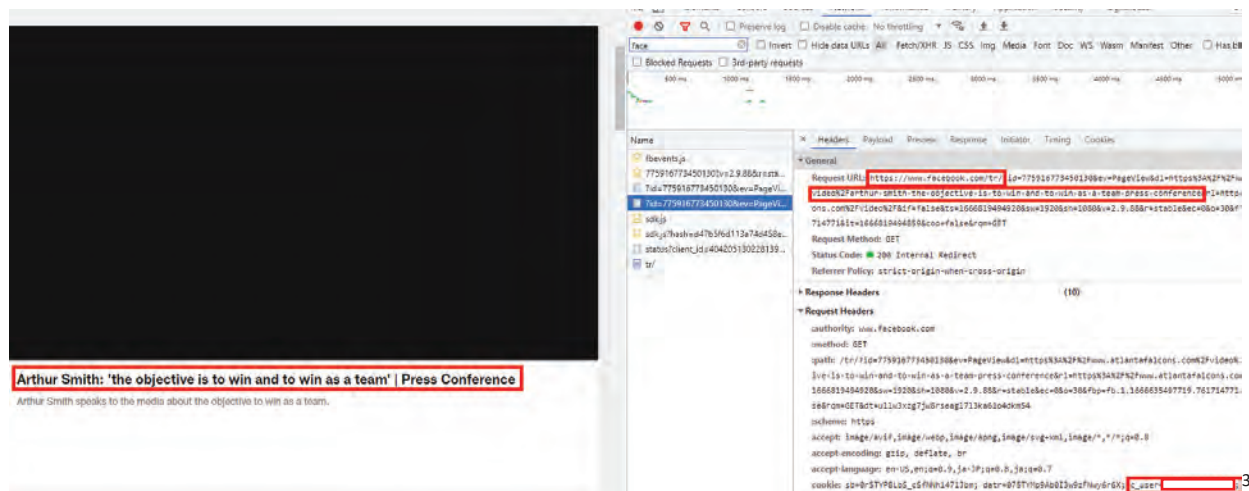
ii. Use of the Tracking Method - SDK:



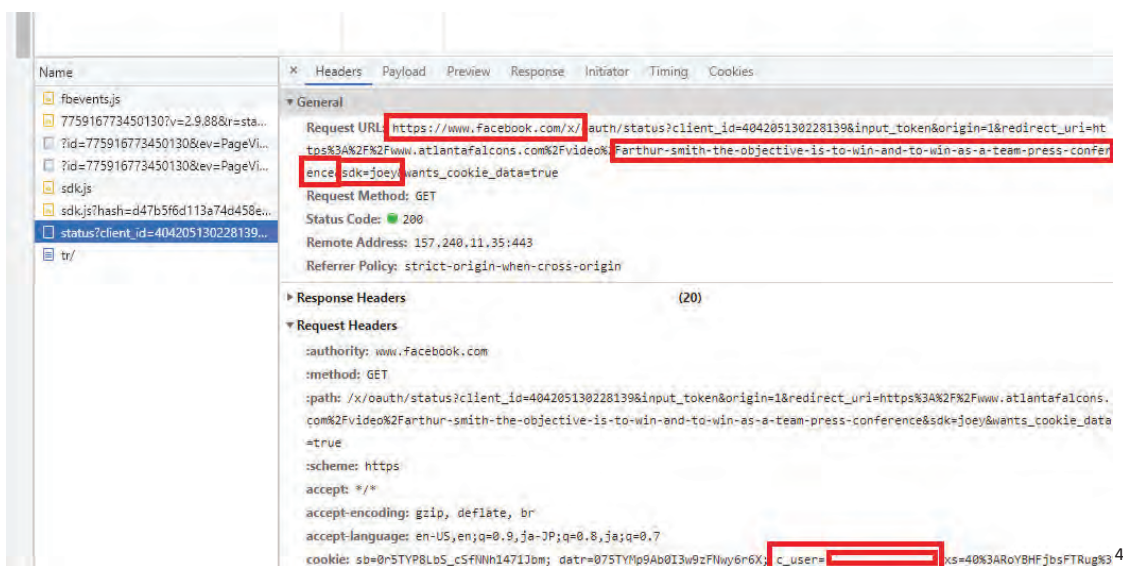
¹ ATLANTA FALCONS, <https://www.atlantafalcons.com/> (last visited October 20, 2022).

² *Id.*

iii. Use of “request” URL parameters to transmit Video Watching Data:



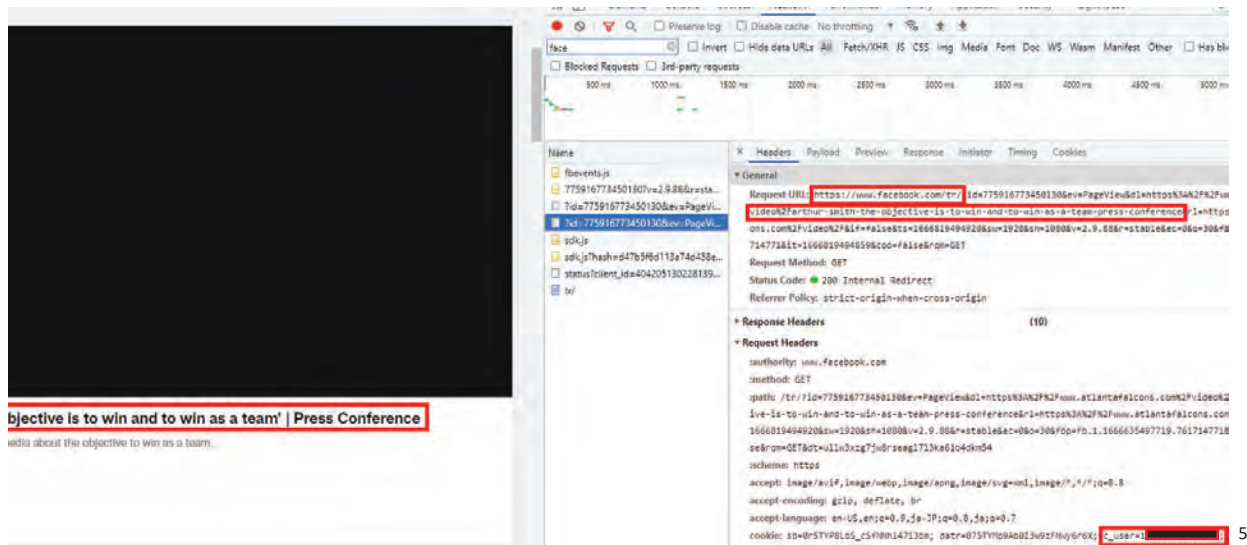
iv. Use of the SDK to transmit Video Watching Data through request process:



³ ATLANTA FALCONS, <https://www.atlantafalcons.com/video/arthur-smith-the-objective-is-to-win-and-to-win-as-a-team-press-conference> (last visited October 26, 2022)

⁴ *Id.*

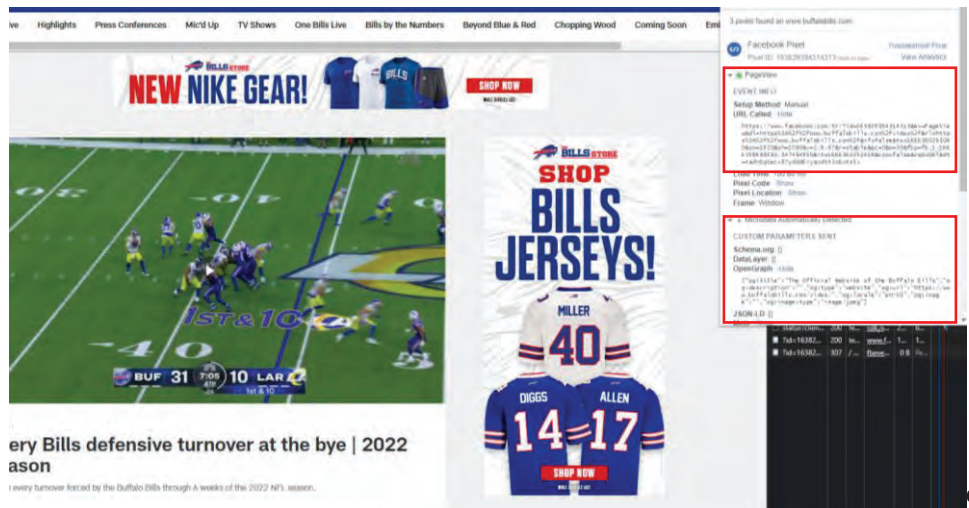
- v. Use of the request header to transmit an active c_user cookie from user's device:



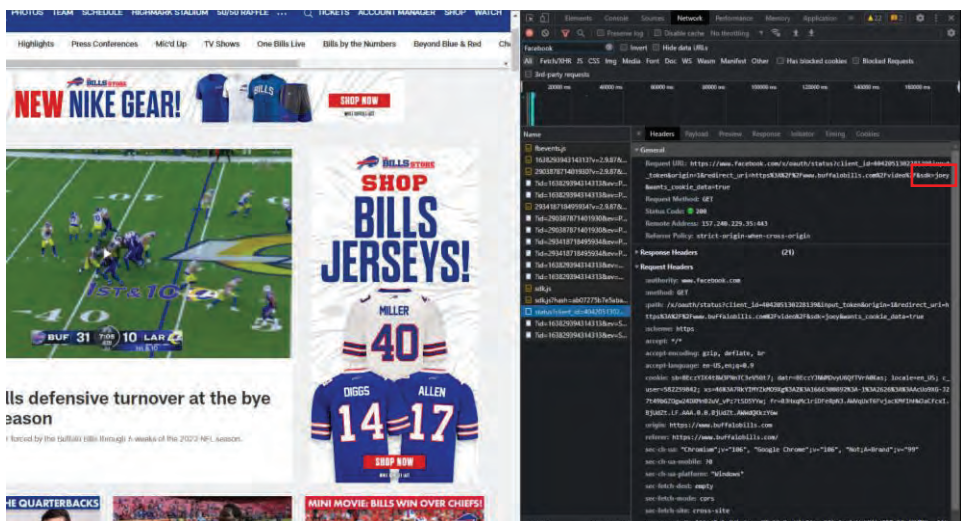
⁵ *Id.*

B. NFL's Buffalo Bills Website

i. The Use of Tracking Method – Pixel:



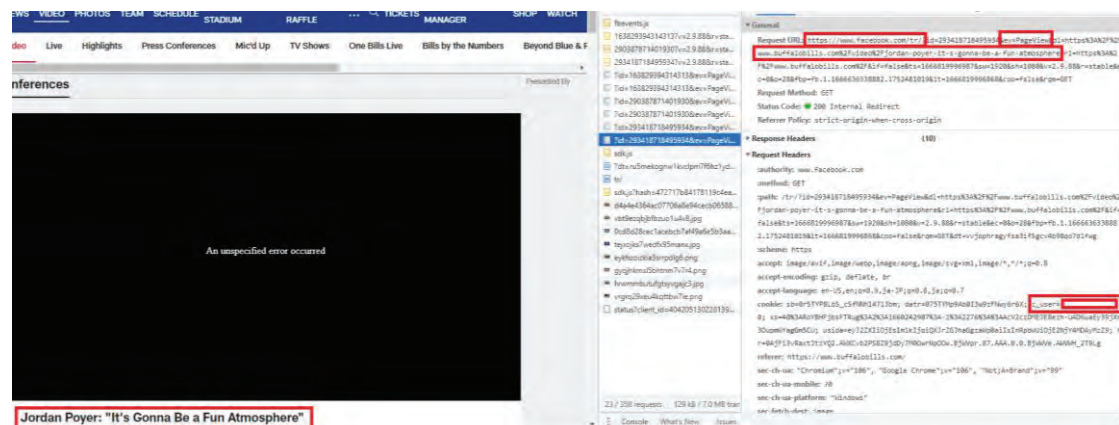
ii. Use of the Tracking Method - SDK:



⁶ BUFFALO BILLS, <https://www.buffalobills.com/video/> (last visited October 21, 2022).

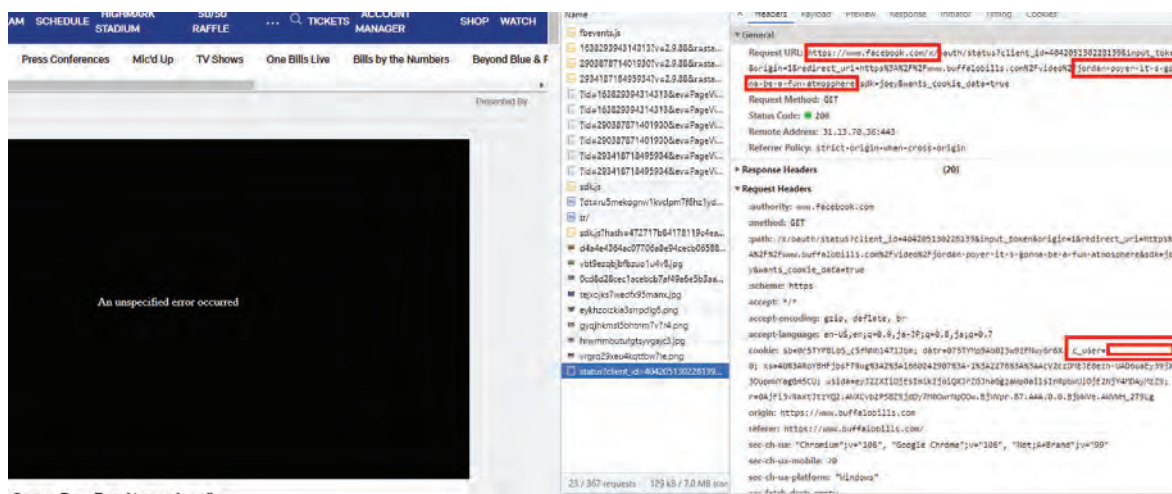
⁷ *Id.*

- iii. Use of “request” URL parameters to transmit Video Watching Data:



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- iv. Use of the SDK to transmit Video Watching Data through request process:

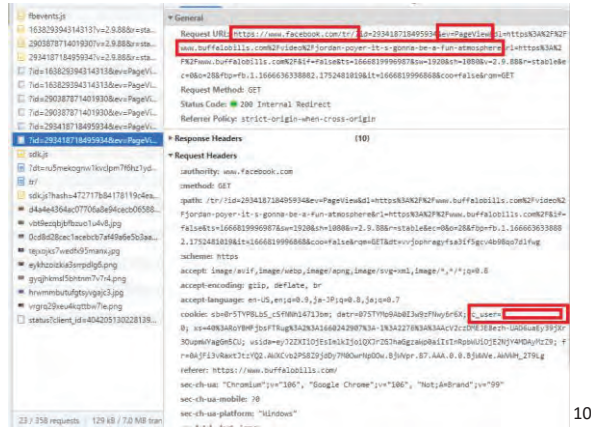


9

⁸ BUFFALO BILLS, <https://www.buffalobills.com/video/jordan-poyer-it-s-gonna-be-a-fun-atmosphere> (last visited Oct. 26, 2022).

⁹ *Id.*

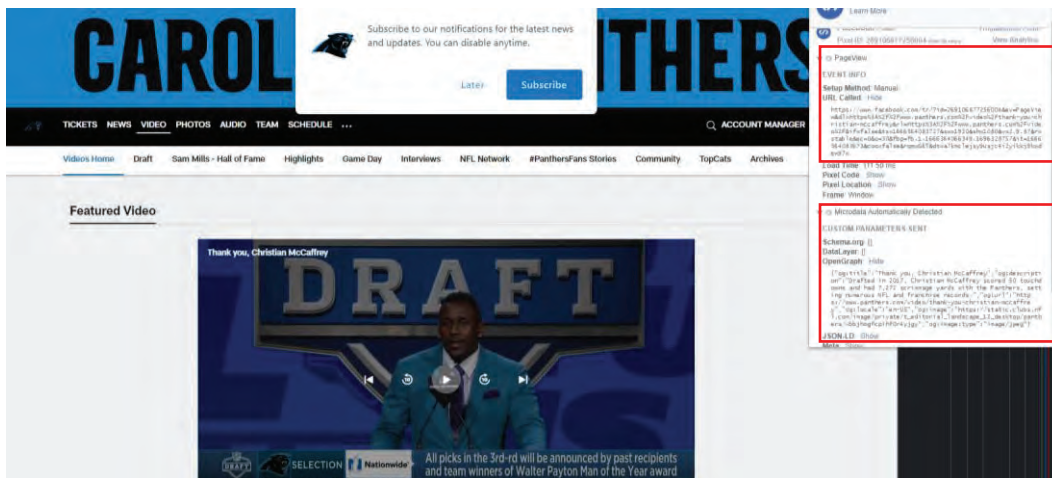
- v. Use of the request header to transmit an active c_user cookie from user's device:



10

C. NFL's Carolina Panthers Website

- i. Use of Tracking Method – Pixel:

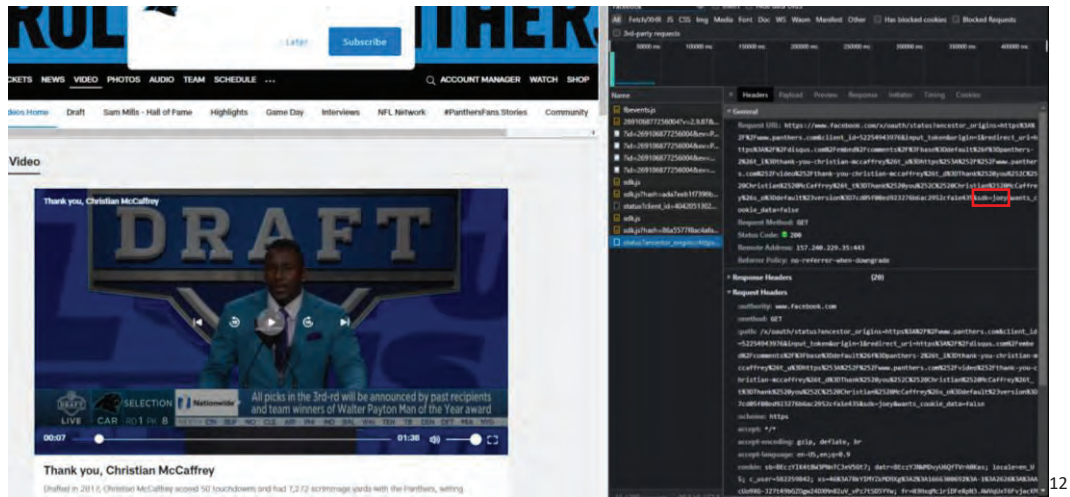


11

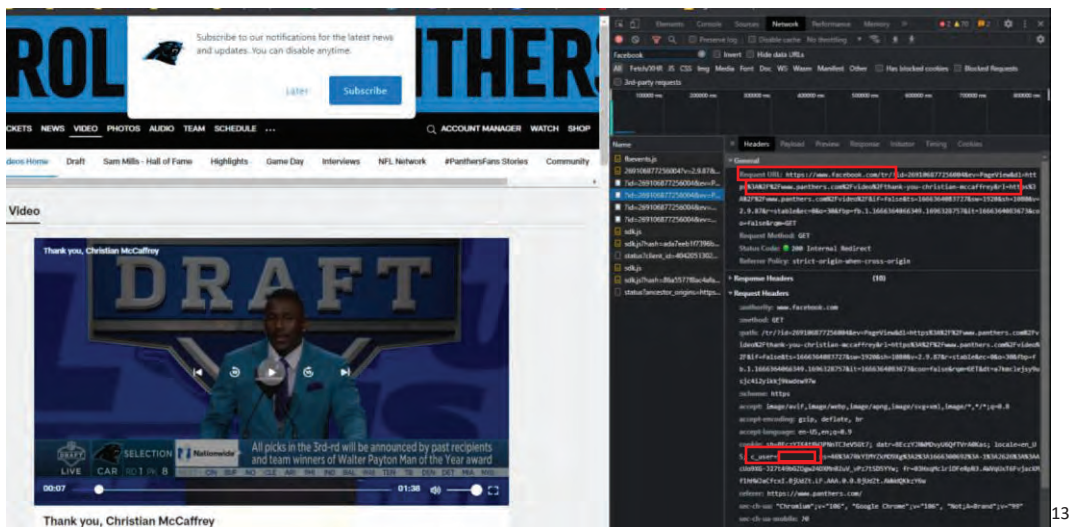
¹⁰ *Id.*

¹¹ CAROLINA PANTHERS, <https://www.panthers.com/video/thank-you-christian-mccaffrey> (last visited October 21, 2022).

ii. Use of the Tracking Method - SDK:



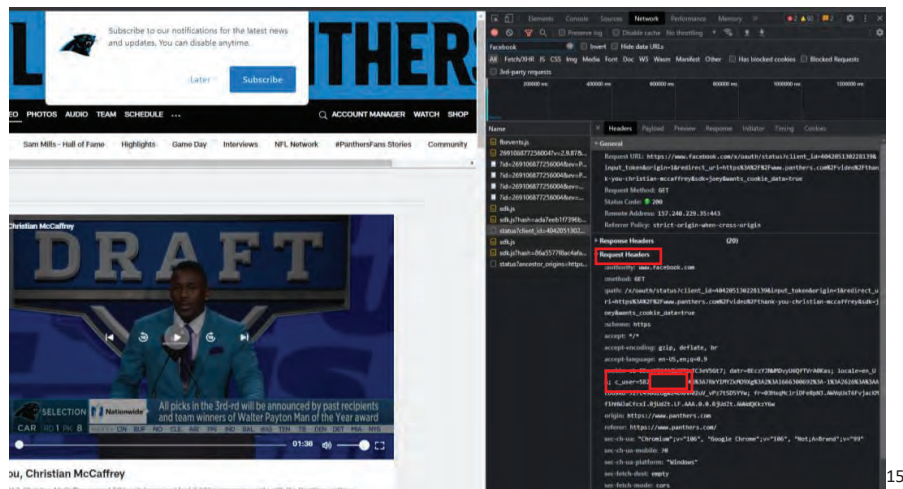
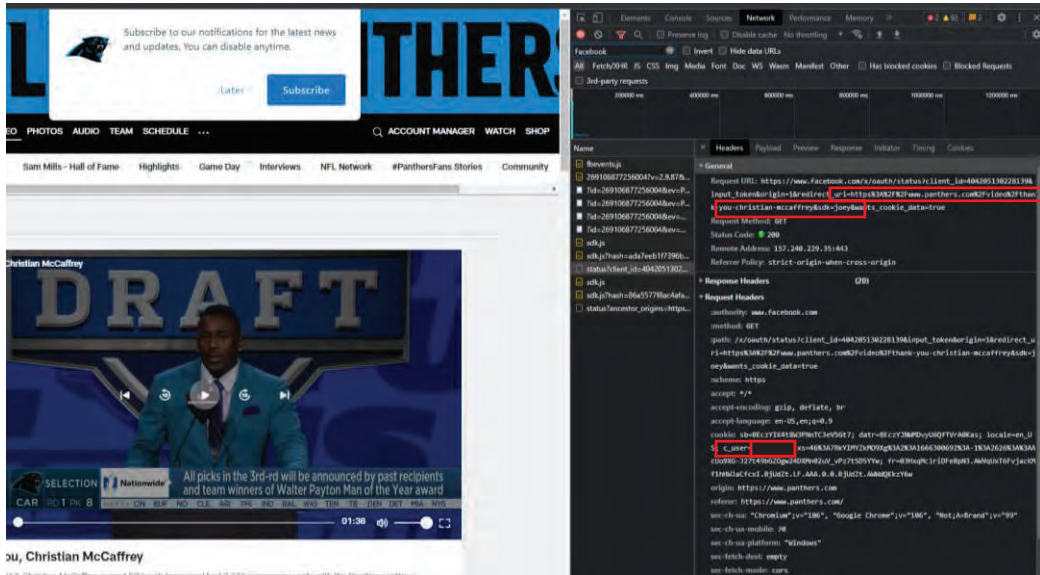
iii. Use of “request” URL parameters to transmit Video Watching Data:



12 Id.

13 Id.

- iv. Use of the SDK to transmit Video Watching Data through request process:



D. Cleveland Browns

i. Use of the Tracking Method - SDK:

[illegible]

- ii. Use of the Tracking Method - SDK:

Highlights Press Conferences Browns Live Meet The Rockies Cleveland Browns Daily Building the Browns Community

BE THERE LIVE TO SEE THE

SCORE TICKETS at the Official Ticket Marketplace of the Cleveland Browns

Browns Live: Training Camp | Day 11

Browns Live: Training Camp | Day 11

ticketmaster Buy Tickets

OSWA

The Official Of The Clio

properly
employ
life is
retirement

Shop > > >

Home

- Review:js
- 19932000/0517281v2.0&T...
- T:76c3983200050517281&v...
- T:76c3983200050517281&v...
- sdjjs
- sdjjs?hash=0c320b449742d...
- tdor1eggs013tprp0z0...
- br/
- status?env_id=042051302...

W Headers Payload Previous Response Initiator Timing C

General

Request URL: https://api.ticketmaster.com/sports/status?env_id=0c320b449742d...&hash=0c320b449742d...&tdor1eggs013tprp0z0...&br/&status?env_id=042051302...

Request Method: **GET**

Status Code: **200**

Remote Address: 15.17.70.36(44)

Referer Policy: strict-origin-when-cross-origin

Response Headers

access-control-allow-credentials: true

access-control-allow-origin: https://www.clevelandbrowns.com

access-control-expose-headers: Pr>

alt-svc: h3="443"; ma=60480

cache-control: private, no-cache, no-store, must-revali>

content-length: 0

content-security-policy-report-only: default-src: blob: 'se>

content-type: application/javascript

cross-origin-opener-policy: same-origin

cross-origin-resource-policy: same-origin

date: Thu, 28 Oct 2022 14:48:08 GMT

document-policy: force-load-at-top

expires: Sat, 31 Jan 2006 00:00:00 GMT

file: no-cache

program: no-cache

priority: u=1

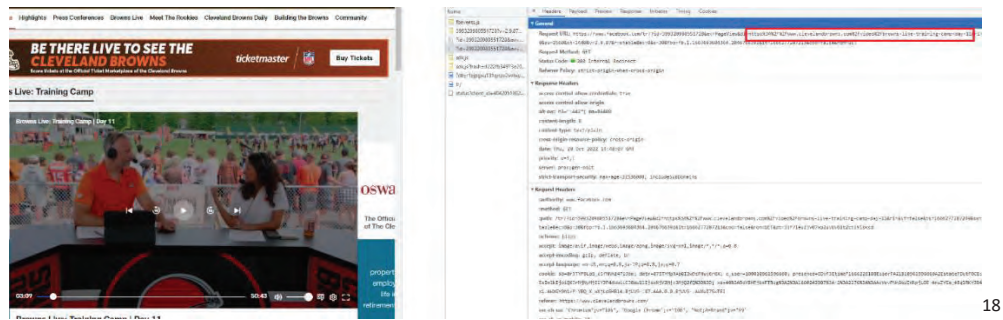
report-to: {"max_age":259200,"endpoints":[{"url":"https://a>

reporting-endpoint: default="https://www.facebook.com/ses/

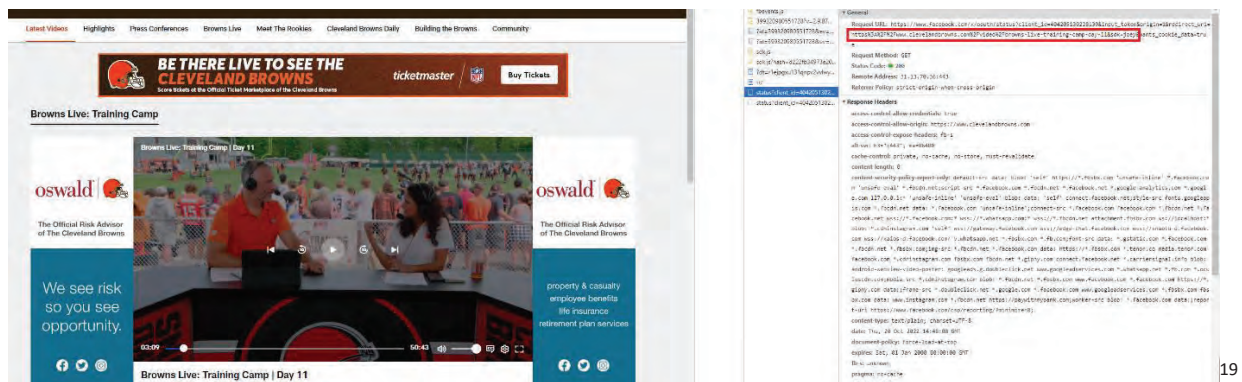
¹⁶ CLEVELAND BROWNS, <https://www.clevelandbrowns.com/video/browns-live-training-camp-day-11> (last visited October 13, 2022).

¹⁷ *Id.*

iii. Use of “request” URL parameters to transmit Video Watching Data:



- iv. Use of the SDK to transmit Video Watching Data through request process:



- v. Use of the request header to transmit an active c_user cookie from user's device:



¹⁸ *Id.*

¹⁹ *Id.*

²⁰ *Id.*

E. Detroit Lions

i. Use of Tracking Method – Pixel:

Media Sessions

Media Sessions

Campbell on the defense's performance in Week 7

Head coach Dan Campbell talks with media about the good performance the defense put on against the Dallas Cowboys in Week 7

PageView

EVENT INFO

Setup Method: Manual

URL Called: Hide

Load Time: 62.07 ms

Pixel Code: Show

Pixel Location: Show

Frame: Window

Microdata Automatically Detected

CUSTOM PARAMETER SENT

Schema.org: []

DataLayer: []

OpenGraph: Hide

JSON-LD: Show

Meta: Show

EVENT INFO

21

ii. Use of the Tracking Method - SDK:

ROCKET Mortgage

s performance in Week 7

talks about the good performance the defense put on against the Dallas Cowboys in Week 7

Network

Request URL: https://www.facebook.com/.../status/...?fbclid=IwAR1...&fbclid=IwAR1...

Request Method: GET

Status Code: 200

Response Headers

Content-Type: text/html

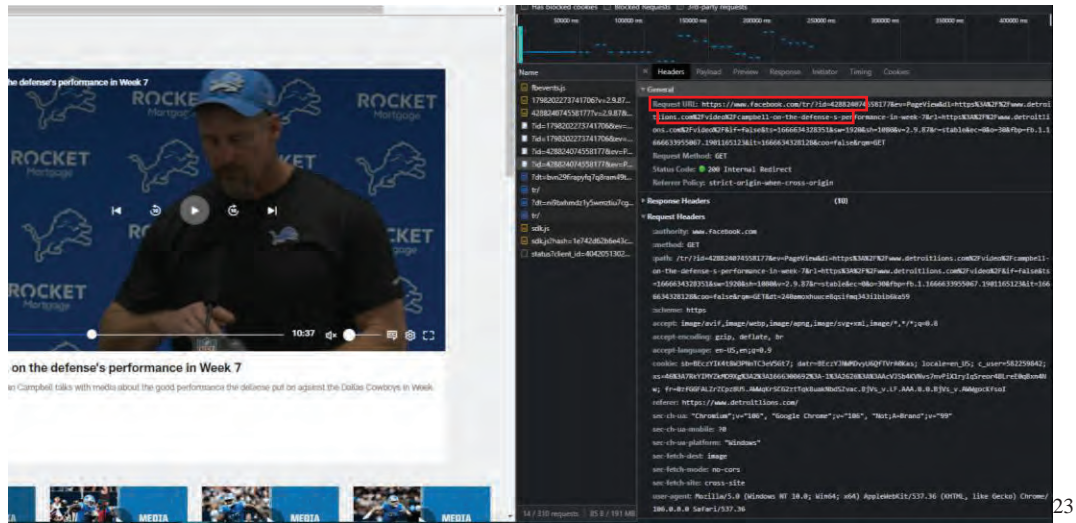
Content-Length: 1024

22

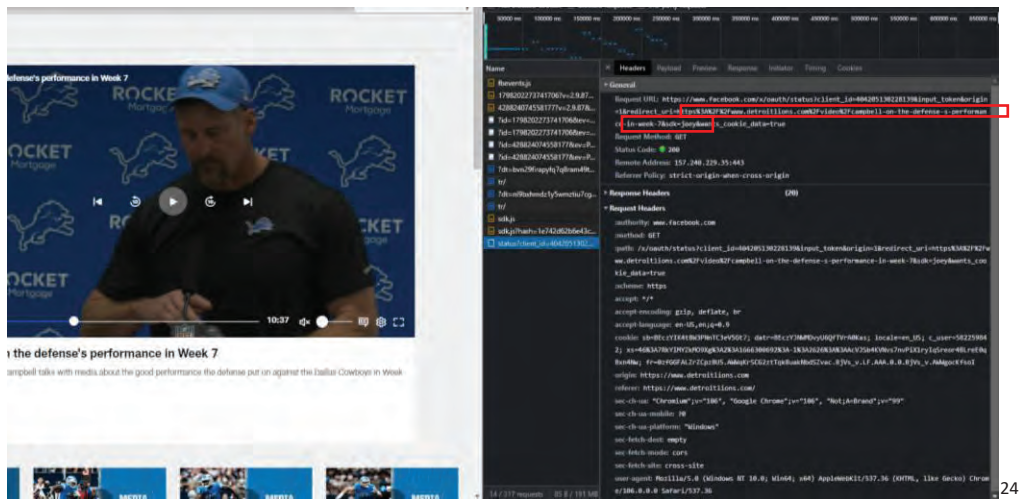
²¹ DETROIT LIONS, <https://www.detroitlions.com/video/campbell-on-the-defense-s-performance-in-week-7> (last visited October 24, 2022).

²² *Id.*

iii. Use of “request” URL parameters to transmit Video Watching Data:



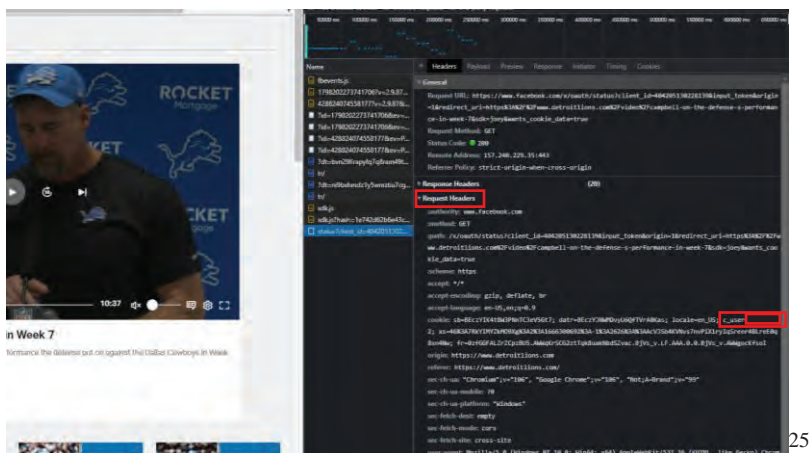
iv. Use of the SDK to transmit Video Watching Data through request process:



²³ *Id.*

²⁴ *Id.*

- v. Use of the request header to transmit an active c_user cookie from user's device:



²⁵ *Id.*

F. Houston Texans

i. Use of Tracking Method – Pixel:

26

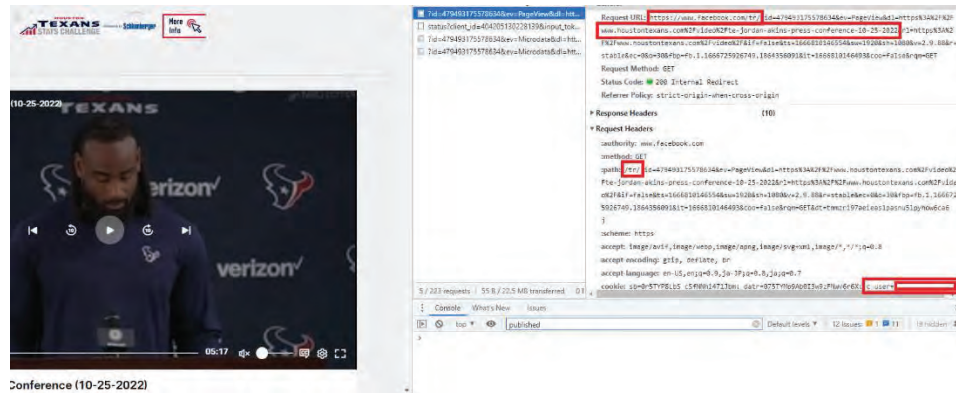
ii. Use of the Tracking Method - SDK:

27

²⁶ Houston Texans, <https://www.houstontexans.com/video/te-jordan-akins-press-conference-10-25-2022> (last visited October 26, 2022).

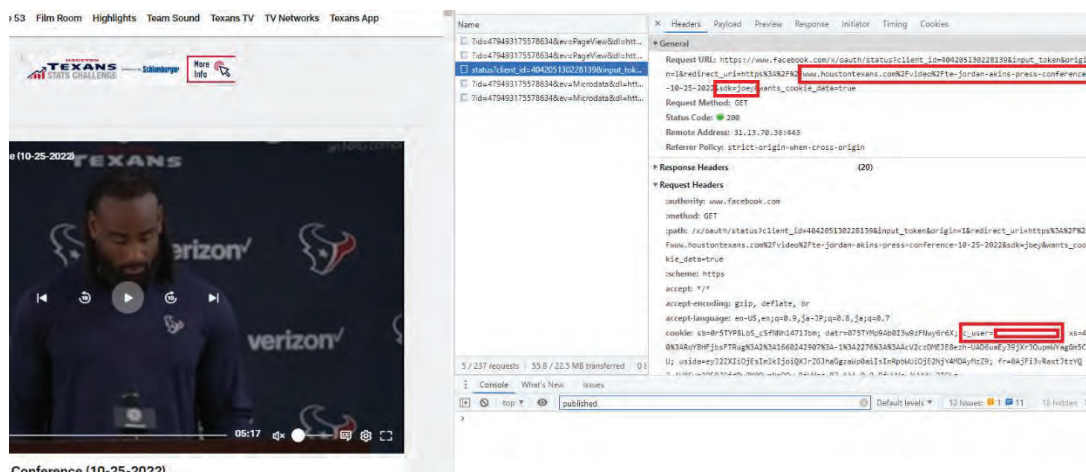
²⁷ *Id.*

iii. Use of “request” URL parameters to transmit Video Watching Data:



28

iv. Use of the SDK to transmit Video Watching Data through request process:

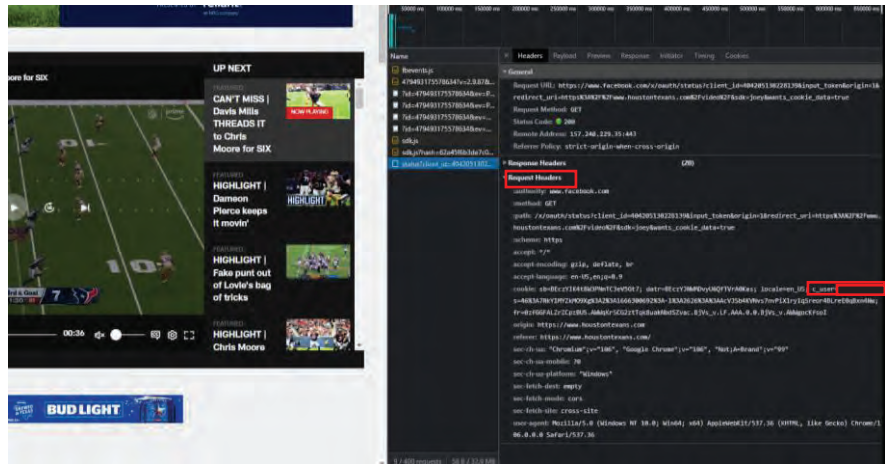


29

28 *Id.*

29 *Id.*

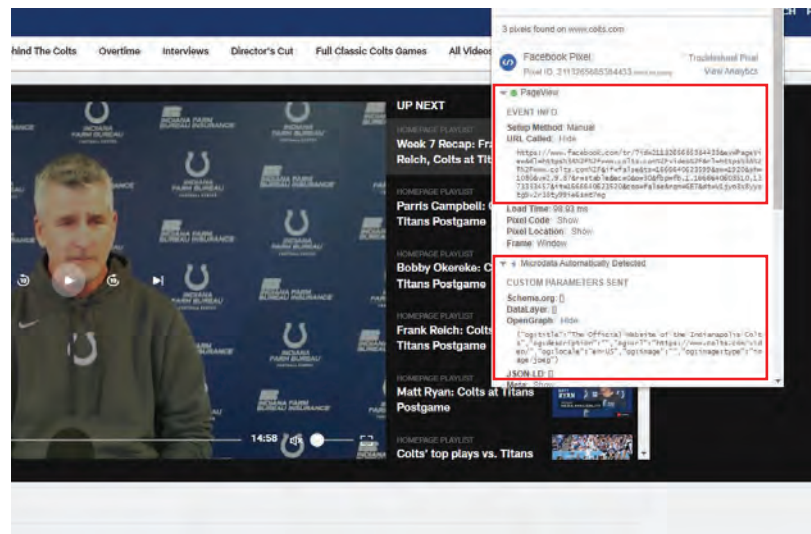
- v. Use of the request header to transmit an active c_user cookie from user's device:



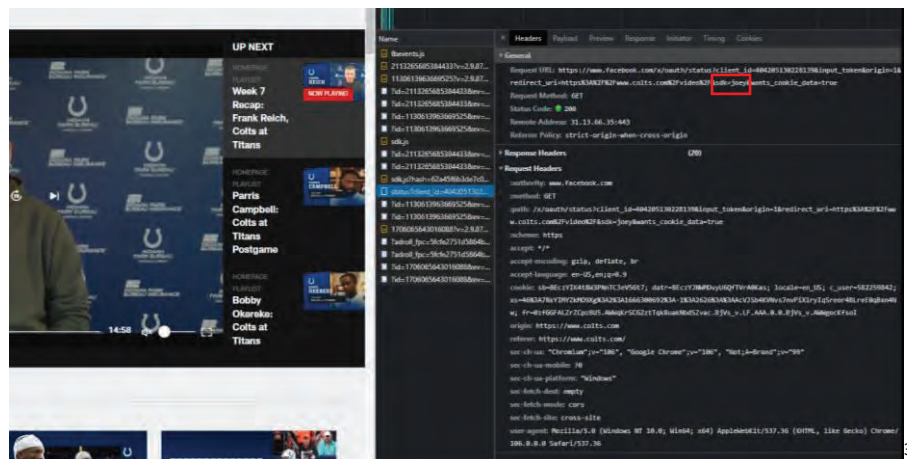
³⁰ *Id.*

G. Indianapolis Colts

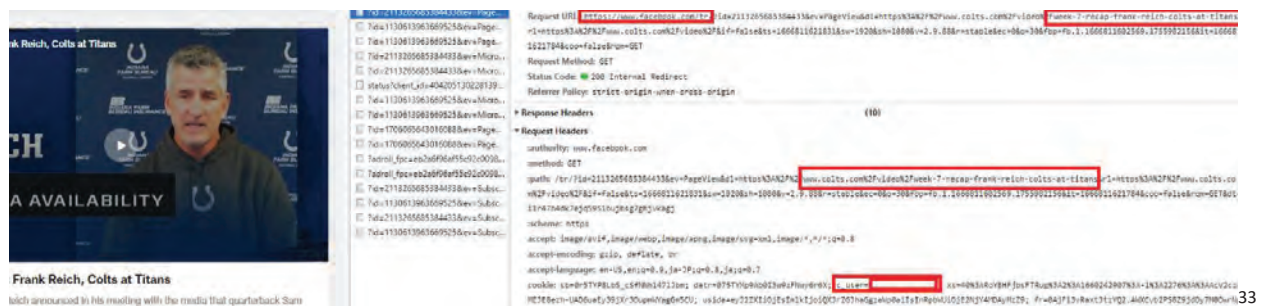
i. Use of Tracking Method – Pixel:



- ii. Use of the Tracking Method - SDK:



iii. Use of “request” URL parameters to transmit Video Watching Data:

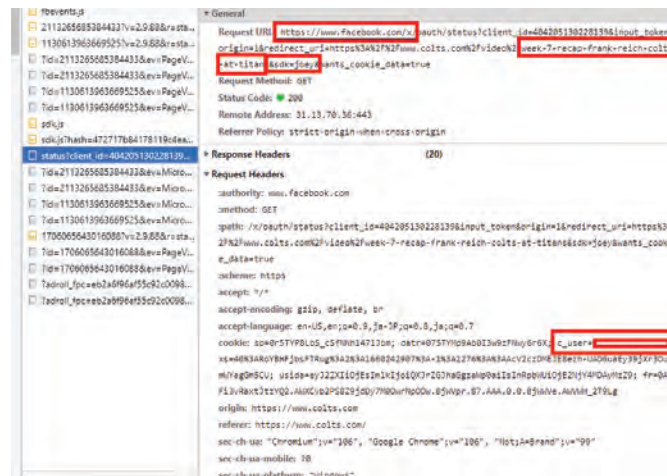


³¹ Indianapolis Colts, <https://www.colts.com/video/> (last visited October 24, 2022).

³² <https://www.colts.com/video/week-7-recap-frank-reich-colts-at-titans>

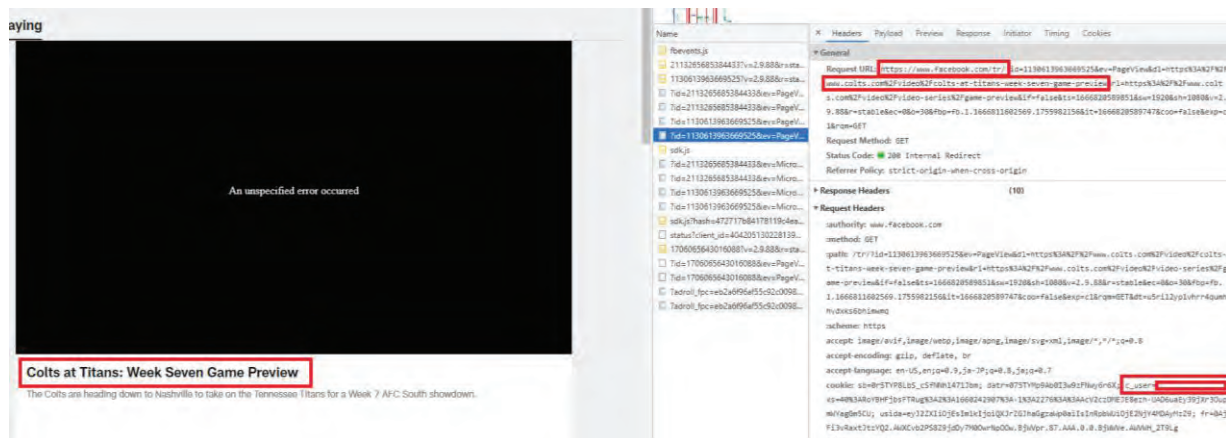
33 *Id.*

iv. Use of the SDK to transmit Video Watching Data through request process:



34

v. Use of the request header to transmit an active c_user cookie from user's device:



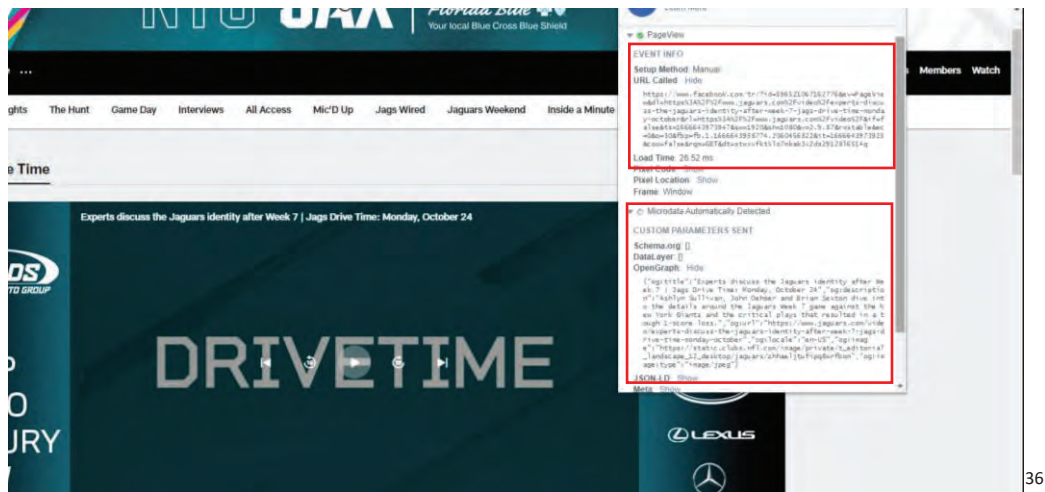
35

³⁴ Id.

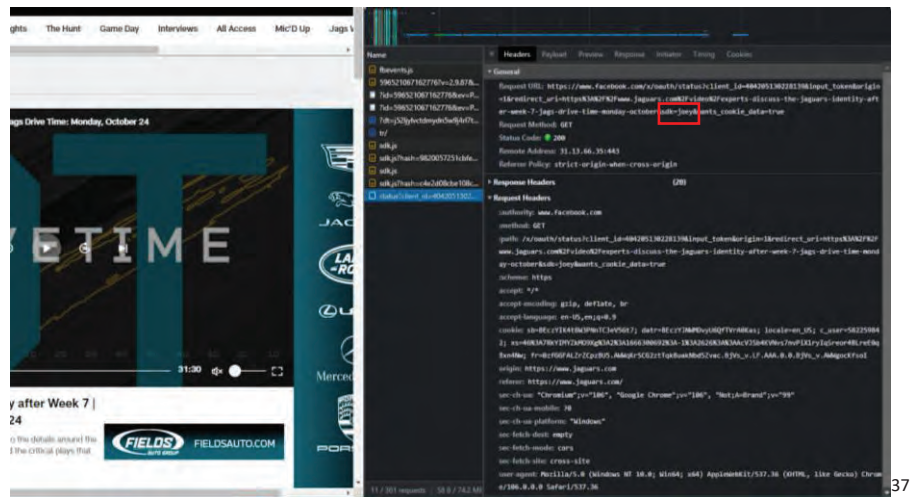
³⁵ Id.

H. Jacksonville Jaguars

i. Use of Tracking Method – Pixel:



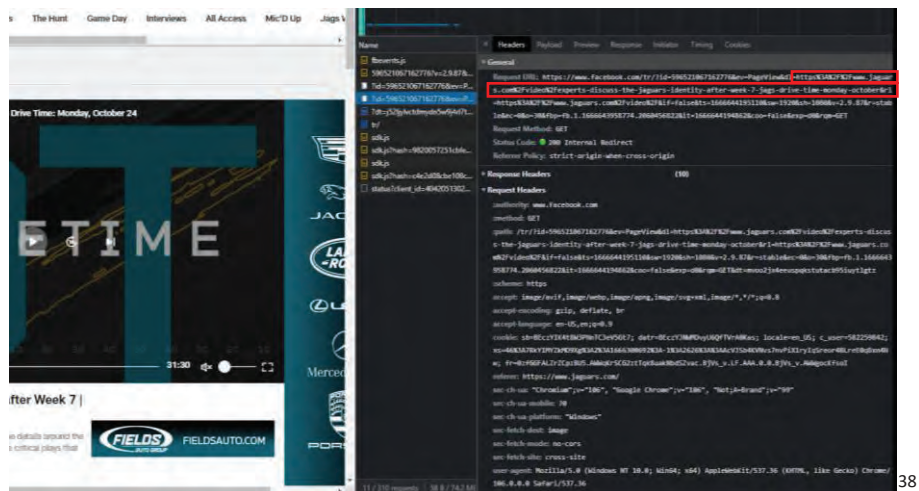
ii. Use of the Tracking Method - SDK:



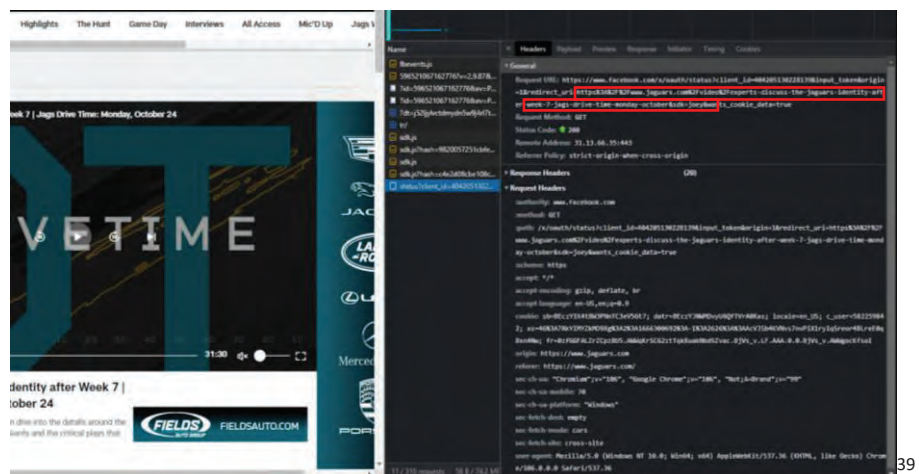
³⁶ JACKSONVILLE JAGUARS, <https://www.jaguars.com/video/experts-discuss-the-jaguars-identity-after-week-7-jags-drive-time-monday-october> (last visited October 24, 2022).

³⁷ *Id.*

iii. Use of “request” URL parameters to transmit Video Watching Data:



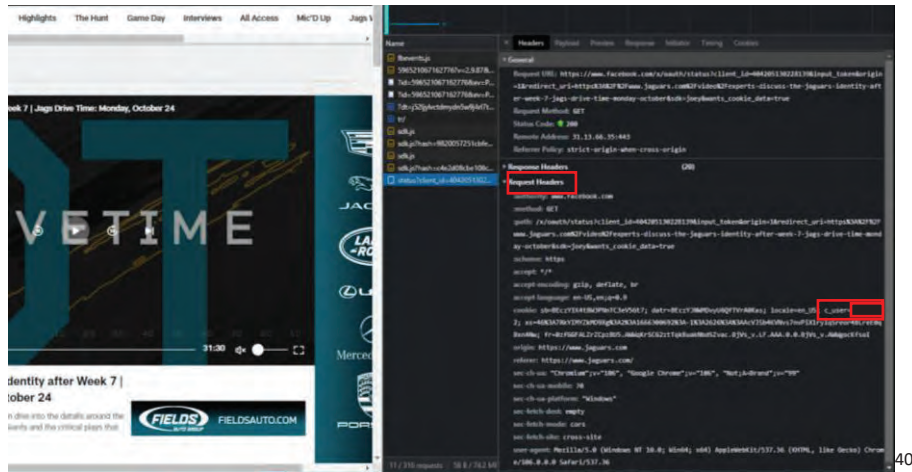
- iv. Use of the SDK to transmit Video Watching Data through request process:



38 *Id.*

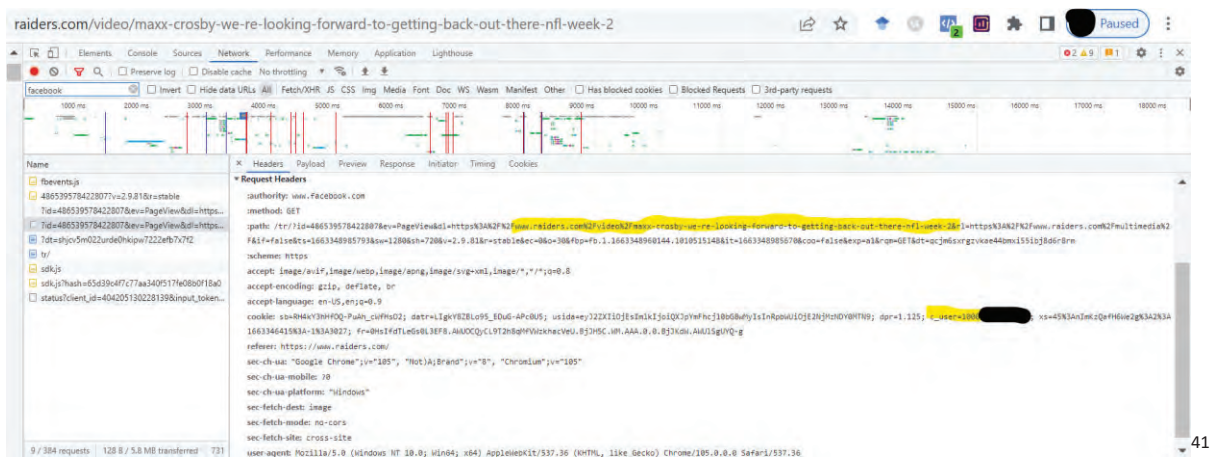
39 *Id.*

- v. Use of the request header to transmit an active c_user cookie from user's device:



I. Las Vegas Raiders

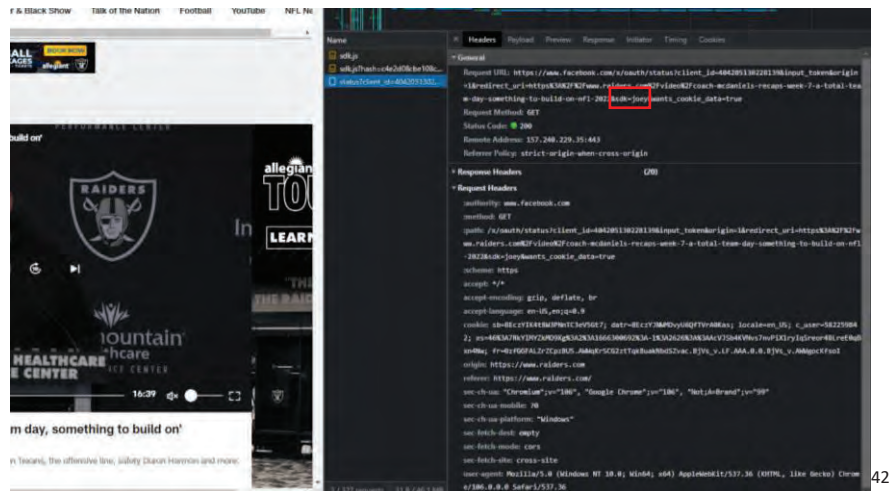
- i. The Use of Tracking Method – Pixel:



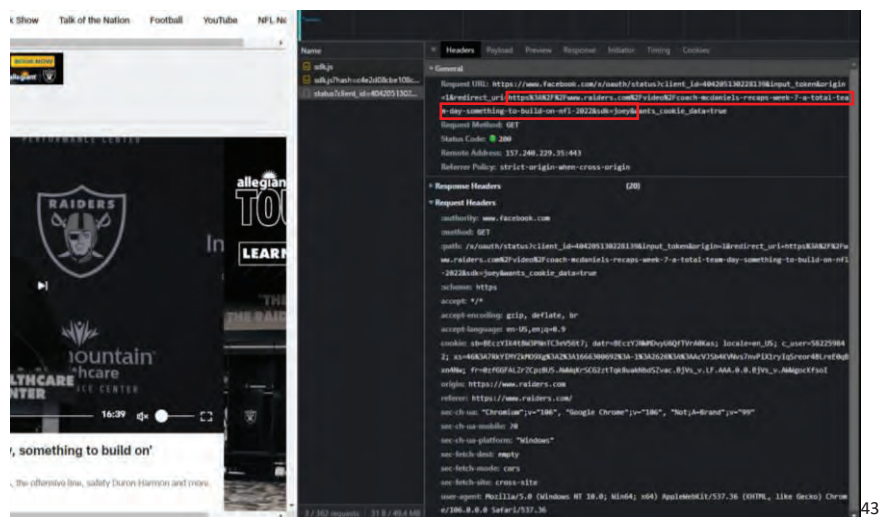
⁴⁰ *Id.*

⁴¹ LAS VEGAS RAIDERS, <https://www.raiders.com/video/maxx-crosby-we-re-looking-forward-to-getting-back-out-there-nfl-week-2> (pic captured Sept. 15, 2022).

ii. Use of the Tracking Method - SDK:



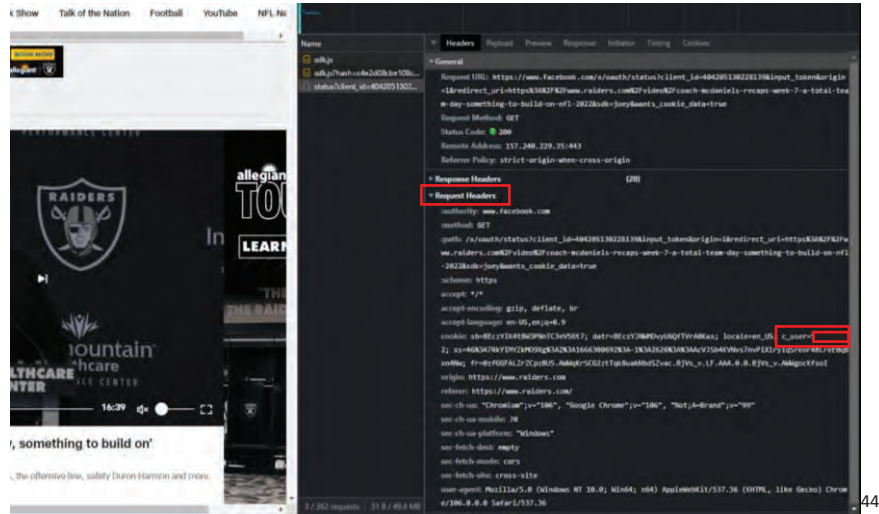
iii. Use of “request” URL parameters to transmit Video Watching Data:



⁴² LAS VEGAS RAIDERS, <https://www.raiders.com/video/coach-mcdaniels-recaps-week-7-a-total-team-day-something-to-build-on-nfl-2022> (last visited October 24, 2022).

⁴³ *Id.*

- iv. Use of the request header to transmit an active c_user cookie from user's device:



J. Los Angeles Rams

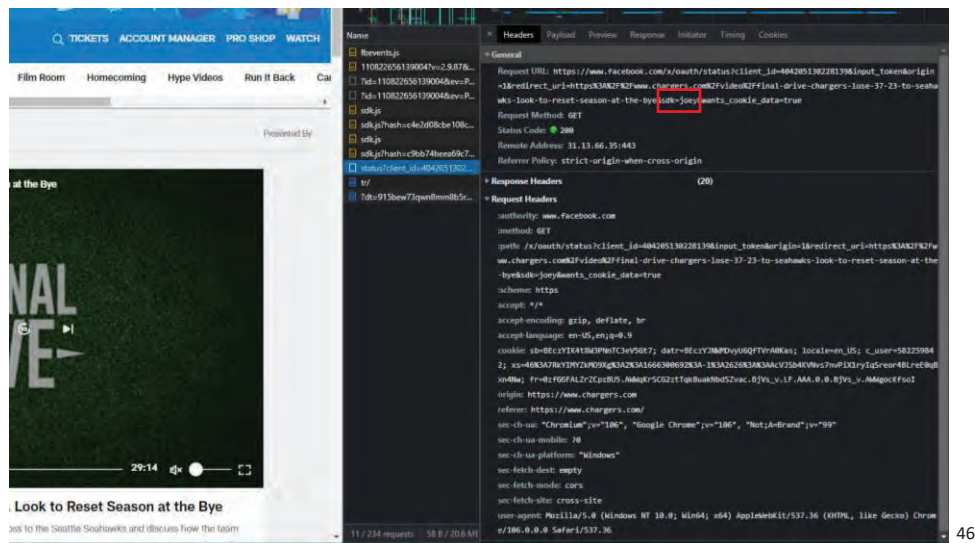
- i. Use of Tracking Method – Pixel:



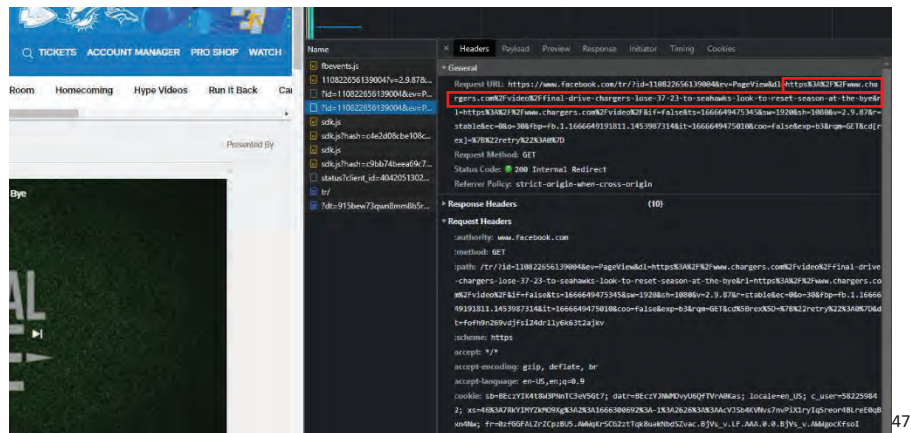
⁴⁴ *Id.*

⁴⁵ LOS ANGELES CHARGERS, <https://www.chargers.com/video/final-drive-chargers-lose-37-23-to-seahawks-look-to-reset-season-at-the-bye> (last visited October 24, 2022).

ii. Use of the Tracking Method - SDK:



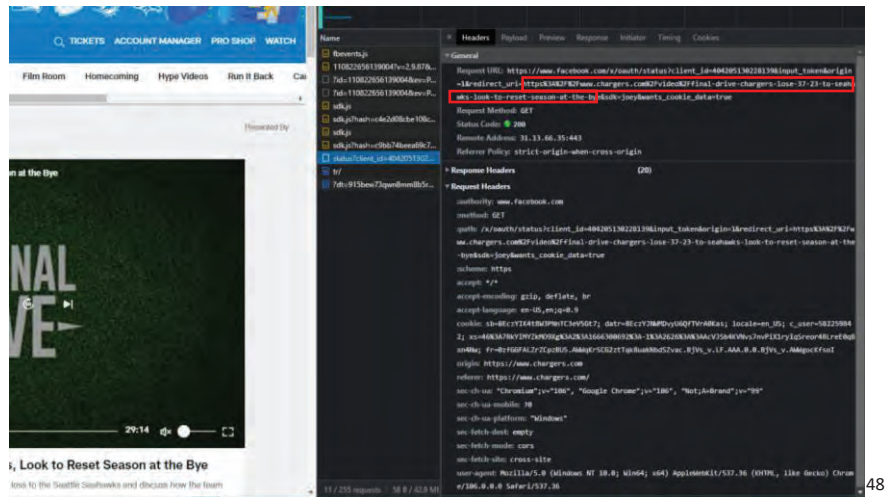
iii. Use of "request" URL parameters to transmit Video Watching Data:



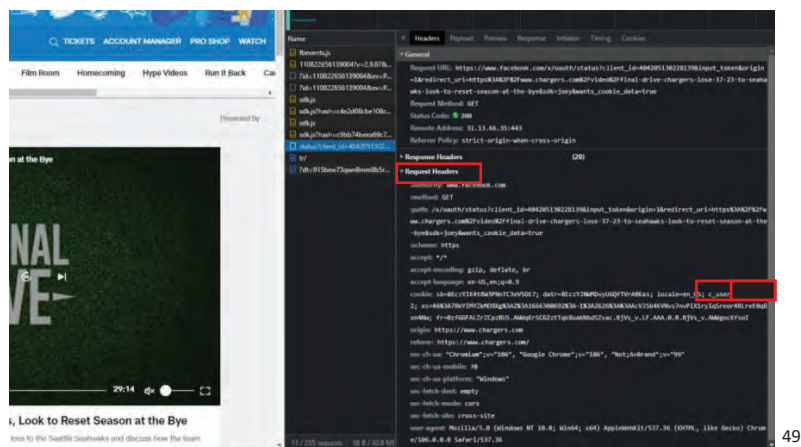
⁴⁶ *Id.*

⁴⁷ *Id.*

- iv. Use of the SDK to transmit Video Watching Data through request process:



- v. Use of the request header to transmit an active `c_user` cookie from user's device:



⁴⁸ *Id.*

49 *Id.*